



Global Business Dialogue on Electronic Commerce

GBDe 2006 Summit

ASIAN e-BUSINESS Shaping the World

Grand Hyatt Taipei, No.2, Sung Shou Road, Taipei, Taiwan R.O.C.

SUMMIT PLENARY – DAY ONE - ASIAN E-BUSINESS

Thursday, November 9, 2006

Residence Two (1F)

7:30 – 8:30 **GBDe BSC Breakfast Meeting (Chair: Mr. HO-CHEN Tan)**
(GBDe Members Only)

Grand Ballroom: Section 1 (3F)

9:00 – 9:30 **Registration**

9:30 – 9:35 **Welcome**
Mr. HO-CHEN Tan, CEO & Chairman, Chunghwa Telecom &
GBDe 2006 Overall Chair

9:35 – 9:50 **Honorable Guest Remarks**

- **Dr. Stephen M. Young, Director of the Taipei office, American Institute in Taiwan**
- **Mr. Christophe Forax, Member of the Private Office of Viviane Reding, European Commission**
- **Summary of remarks by Ambassador Colin Heseltine, Deputy Executive Director, APEC Secretariat**

9:50 – 10:10 **Honorable Guest Speeches**
“Asian e-Business – Influencing the World”
Dr. Ing-Wen Tsai, Vice Premier, Taiwan

10:10 – 10:30 *“Japan: Heading for the Ubiquitous Economy”*
Mr. Tetsuo Yamakawa, Director-General for Policy Coordination, Ministry of Internal Affairs and Communications (MIC)

10:30 – 11:30 **Rise of the Ubiquitous Network Society**
Session Chair:
“Ubiquitous Network Society: Emerging e-Business Opportunities”
Dr. Teruyasu Murakami, Chief Corporate Counselor, Nomura Research Institute

“Ubiquitous Network Society: Taiwan’s Future Direction”
Dr. Jyh-Sheng Ke, President, Institute for Information Industry (III)

“Japan’s Policy Initiatives to Make the Ubiquitous Network Society a Reality”
Mr. Masahiko Fujimoto, Director, Information Applications Promotion Office, Advanced Information Systems and Software Division, Information and Communications Policy Bureau, Ministry of Internal Affairs and Communications, Japan (MIC)

SUMMIT PLENARY – DAY ONE - ASIAN E-BUSINESS (continued)

Thursday, November 9, 2006

Mr. Jörg Menno Harms, Vice-President, BITKOM

11:30 – 11:40 Break

11:40 – 12:10 **Cyber Security Threats and Countermeasure**

Session Chair:

Mr. Buheita Fujiwara, Chairman, Information-technology Promotion Agency of Japan (IPA)

“Cyber Security Initiatives in Malaysia”

Mr. Zahri Yunos, National ICT Security and Emergency Response Centre (NISER), Ministry of Science, Technology and Innovation, Malaysia

Residence One (1F)

12:10 – 13:30

Luncheon -

Keynote

“Enabling Your Success in the New Internet Economy Era”

Mr. Ching-Feng Liao, Vice-President, Greater China Region, Microsoft

Grand Ballroom: Section 1 (3F)

13:30 – 15:00

Impact of Next Generation Networks

Session Chair:

Mr. Hiromichi Hirata, Corporate First Senior Vice President, Fujitsu Limited

Moderator

Dr. Yukou Mochida, Advisor, Fujitsu Laboratories, Ltd.

“Report of the NGN workshop on November 8”

Prof. Dr. Radu Popescu-Zeletin, Fraunhofer Institute

“Key Points of Presentations”

- **Mr. Bernard Barani, Policy and Coordination Attache, DG Information Society and Media, European Commission**
- **Dr. Christian Gregoire, Senior Vice President, Alcatel APAC**
- **Mr. Changsup Shim, Senior Vice President & CTO, Samsung Electronics**
- **Mr. Sin-Yaw Wang, Vice President & General Manager of Sun ERI, Beijing, Sun Microsystems**
- **Mr. Masahiko Fujimoto, Director, Information Applications Promotion Office, Advanced Information Systems and Software Division, Information and Communications Policy Bureau, Ministry of Internal Affairs and Communications, Japan (MIC)**
- **Dr. Peter Weik, Berlin Institute of Technology**
- **Mr. Toru Nakayama, Director, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry, Japan**
- **Mr. Shinya Kukita, General Manager, International Carrier Solutions Planning Division, NEC Corporation**
- **Dr. Don-yun Chen, Associate Professor, Dept. of Public Administration, National Chengchi University**

15:00 – 15:10 Break

15:10 – 15:25

Keynote

“Telecom Operator: Driving the Growth of e-Commerce in China”

Mr. Zuo Xunsheng, Senior Vice President, China Network Communications Group Corporation

SUMMIT PLENARY – DAY ONE - ASIAN E-BUSINESS (continued)

Thursday, November 9, 2006

- 15:25 – 15:40 Keynote
"Developing Regions: Building Partnerships for Sustainable Prosperity Through Technology and Innovation"
Amb. Theogene Rudasingwa, M. D,MA,PhD
Director, Bridging the Divide
Haas School of Business
UC Berkeley, CA, USA
- 15:40 – 16:40 **Creating a Cross-Border Market**
Session Chair: **Dr. LU Shyue-Ching, President, Chunghwa Telecom**
- "International Micropayments"*
Mr. Yuan-Kuang Tu, Vice President, Chunghwa Telecom Laboratories
- "Micropayments – The Present and Future"*
Mr. Akiyoshi Hiraoka, Managing Director & Senior Corporate Officer, Unisys
- "Sky Branch – The Value of 233 Seconds"*
Ms. Joy Tien, Vice President, Citibank
- "Leaping Over East China Sea"*
Mr. Park Sung Chan, CEO, Danal Co.
- Taipei 101**
16:40 – 18:30 Tour & Cocktail Reception, Observatory, 89th Floor
- 5th Floor, Taipei 101 The Banquet Hall (Room 1)**
18:55 – 21:30 **Gala Dinner**
Opening Remarks
Dr. Ferng-Ching Lin, Minister of State, Taiwan
- Keynote*
"Convergence of Telecom Networks and Creative Content"
Mr. Christophe Forax, Member of the Private Office of Viviane Reding, European Commission

SUMMIT PLENARY – DAY TWO - ASIAN E-BUSINESS

Friday, November 10, 2006

Residence Two (1F)

- 7:30 – 8:30 **BSC Breakfast Meeting (Chair: Mr. HO-CHEN Tan)**
(GBDe Members Only)

Grand Ballroom (3F)

- 8:30 – 9:00 Registration
- 9:00 – 9:20 **Honorable Guest Speech**
"Japan's IT New Reform Strategy and Electronic Commerce"
Dr. Taizo Nishikawa, Deputy Director-General, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry (METI), Japan

SUMMIT PLENARY – DAY TWO - ASIAN E-BUSINESS (continued)

Friday, November 10, 2006

- 9:20 – 10:00 **Winning the Confidence of Consumers**
Session Chair:
Mr. Toshiro Kawamura, Executive Advisor & Former Member of the Board, NEC Corporation

“World Action on Privacy Data Protection”
Ms. Ann Waldo, Chief Privacy Officer, Lenovo

“Privacy Data Protection: Building the Chain of Trust”
Mr. Tomokazu Hamaguchi, President & CEO, NTT DATA Corporation
- 10:00 – 10:10 Break
- 10:10- 11:20 **Winning the Confidence of Consumers**
“Global Trustmark Alliance Launch”
Mr. David Chang, Chairman, Secure Online Shopping Association (SOSA)

“Online Dispute Resolution – Progress on Cross-Border DR Agreements”
Mr. Steve Salter, Vice President, BBB Online

“Can EC Network do well?: A challenge for trust-building in Japanese EC market”
“Trade Safe – Japan’s e-Commerce Trust & Safety Service”
Ms. Toshiko Sawada, Director, EC Network/ Mr. Takaaki Okamoto, CEO, Trade Safe

“Secure and Safe E-Commerce”
Mrs. Pamela Chan, Executive & Council Member, Consumers International

“Closing Remarks of Consumer Confidence Issue Group”
Mr. Toshiro Kawamura, Executive Advisor & Former Member of the Board, NEC Corporation
- 11:20 – 11:30 Break
- 11:30 – 12:30 **Rise of Mega Media - Digital Content**
Mr. Simon Twiston Davies, CEO, Cable & Satellite Broadcasting Association of Asia (CASBAA)

“Digital Contents”
Mr. Toru Nakayama, Director, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry, Japan

Mr. Ming-Ji Wu, Deputy Director, Information Technology Industries Division, Industrial Development Bureau, Ministry of Economic Affairs

Mr. Chen Wei-Chung, Managing Director, Digital Content Development Department, Chunghwa Telecom
- 12:30 – 12:40 **Concluding Summary**
Mr. HO-CHEN Tan, CEO & Chairman, Chunghwa Telecom & GBDe 2006 Overall Chair
- Residence One (1F)**
- 12:40 – 14:00 **Concluding Luncheon**
- 14:20 – 18:45 **Taiwan Technology Tour**
(Separate Registration Required)